

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1-12 (canceled).

Claim 13 (previously presented): A tape assembly for feeding a predetermined length of tape onto a substrate in predetermined registry with the substrate, said feed assembly comprising:

- a feed roll for advancing tape from a supply thereof along a predetermined path at a first speed;

- a vacuum roll with an anvil insert for accepting a said tape from said feed roll;

- a rotary knife having blade means engageable with said vacuum roll for cutting said tape against said vacuum roll;

- a vacuum wheel applicator for receiving said cut tape from said vacuum roll and placing said cut tape on a substrate, the vacuum wheel applicator being positioned adjacent to said vacuum roll;

- a drive for said vacuum roll to provide a predetermined peripheral speed thereof different than said first speed for advancing said tape toward said vacuum wheel applicator in predetermined lengths; and

- a motor controller means for changing said first speed and said predetermined speed to adjust the length of tape advancing on said vacuum roll before being cut by said rotary knife driven at said predetermined speed.

Claim 14 (previously presented): A tape feed assembly according to claim 13, further comprising drive means for said vacuum wheel applicator to move a said cut tape from said vacuum roll to said substrate, drive means for rotating said vacuum wheel applicator, said vacuum roll drive means and said drive means for said vacuum wheel applicator affording peripheral speeds different than that of said feed roll, and an adjustable control for affording the

desired length of tape to be dispensed and variations in the registration of said tape on a substrate.

Claim 15 (previously presented): A tape feed assembly according to claim 14 comprising a signal generator for detecting the movement of a said substrate and for controlling said adjustable control and motor control for operating said vacuum roll and said rotary knife to place the predetermined length of tape in the desired position on the substrate.

Claim 16 (previously presented): A tape feed assembly according to claim 13, further comprising an adhesion preparation means for preparing the length of tape as it is passed between said vacuum roll and the substrate.

Claim 17 (previously presented): A tape feed assembly according to claim 16 wherein said adhesion preparation means comprises a heater.

Claim 18 (previously presented): A tape feed assembly according to claim 13, wherein said drive for said vacuum roll includes a line speed encoder and a programmable logic controller and said motor controller means includes a first motor for the feed roll and a second motor for the vacuum roll drive to provide a tape drive speed that will meet at least one production run requirement.

Claims 19-31 (canceled).

Claim 32 (previously presented): A web material feed assembly, comprising:

- a feed roll configured to advance web material along a predetermined path;
- a vacuum roll configured to receive the web material advanced by the feed roll;
- a rotary knife positioned near the vacuum roll and configured to engage the web material at a location on the vacuum roll to cut the web material into a cut web material length; and
- a vacuum wheel applicator configured to receive the cut web material length and advance the cut web material length onto a substrate, the vacuum wheel applicator defining a continuous foraminous cylindrical peripheral surface.

Claim 33 (previously presented): A web material feed assembly according to claim 32, wherein the feed roll, the vacuum roll, and the rotary knife are positioned such that the web material can be retained on a portion of the vacuum roll prior to being cut by the rotary knife.

Claim 34 (previously presented): A web material feed assembly according to claim 32, wherein the substrate is not a continuous substrate.

Claim 35 (previously presented): A web material feed assembly according to claim 32, wherein the substrate comprises an individual carton blank.

Claim 36 (previously presented): A web material feed assembly according to claim 32, wherein the peripheral speed of the feed roll, the vacuum roll, and the rotary knife are controllable so that the peripheral speed of the vacuum roll and the rotary knife is equal to or greater than the peripheral speed of the feed roll.

Claim 37 (previously presented): A web material feed assembly according to claim 36, wherein the peripheral speed of the vacuum roll and the peripheral speed of the rotary knife are the same.

Claim 38 (previously presented): A web material feed assembly according to claim 32, further comprising:

- a first sensor positioned to detect a location on the substrate for applying the web material to the substrate and generate a first signal identifying the location;

- a second sensor positioned to detect the rotational position of the rotary knife and generate a second signal identifying the rotational position; and

- a controller configured to receive the first signal and the second signal and control the peripheral speed of at least the rotary knife or the vacuum roll in response to the first signal and the second signal.

Claim 39 (previously presented): A web material feed assembly according to claim 32, further comprising an adhesion preparation means for activating the web material.

Claim 40 (previously presented): A web material feed assembly according to claim 39, wherein the adhesion means comprises a heater.

Claim 41 (previously presented): A web material feed assembly according to claim 32, wherein the web material contacts between 90 and 200 degrees of the periphery of the vacuum roll.

Claims 42-54 (canceled).

Claim 55 (new): A web material feed assembly, comprising:

- a feed roll configured to advance web material along a predetermined path;
- a vacuum roll configured to receive the web material advanced by the feed roll;
- a rotary knife positioned near the vacuum roll, and configured to engage the web material at a location on the vacuum roll to cut the web material into a cut web material length;
- an applicator configured to advance the cut web material length onto a substrate;
- a first sensor positioned to detect a location on the substrate for applying the web material to the substrate and generate a first signal identifying the location;
- a second sensor positioned to detect the rotational position of the rotary knife and generate a second signal identifying the rotational position; and
- a controller configured to receive the first signal and the second signal and control the peripheral speed of at least the rotary knife or the vacuum roll in response to the first signal and the second signal.

Claim 56 (new): A web material feed assembly according to claim 55, wherein the peripheral speed of the rotary knife and the vacuum roll are controllable so that the timing of the cutting of the web material at a location on the vacuum roll defines the registry of the cut web material length with the substrate.

Claim 57 (new): A web material feed assembly according to claim 55, wherein the substrate is not a continuous substrate.

Claim 58 (new): A web material feed assembly according to claim 55, wherein the substrate comprises an individual carton blank.

Claim 59 (new): A web material feed assembly according to claim 55, wherein the peripheral speed of the feed roll, the vacuum roll, and the rotary knife are controllable so that the peripheral speed of the vacuum roll and the rotary knife is equal to or greater than the peripheral speed of the feed roll.

Claim 60 (new): A web material feed assembly according to claim 59, wherein the peripheral speed of the vacuum roll and the peripheral speed of the rotary knife are the same.

Claim 61 (new): A web material feed assembly according to claim 55, wherein the applicator comprises a vacuum wheel applicator.

Claim 62 (new): A web material feed assembly according to claim 55, wherein the feed roll, the vacuum roll, and the rotary knife are configured so that the respective peripheral speed of each of the feed roll, the vacuum roll, and the rotary knife are controllable such that the length of the cut web material length may be adjusted and the cut web material length may be registered with the substrate.

Claim 63 (new): A web material feed assembly, comprising:

- a feed roll configured to advance web material along a predetermined path;
- a vacuum roll configured to receive the web material advanced by the feed roll;
- a rotary knife positioned near the vacuum roll, and configured to engage the web material at a location on the vacuum roll to cut the web material into a cut web material length;
- an applicator configured to advance the cut web material length onto a substrate; and
- an adhesion preparation means for activating the web material.

Claim 64 (new): A web material feed assembly according to claim 63, wherein the adhesion preparation means comprises a heater.

Claim 65 (new): A web material feed assembly according to claim 64, wherein the heater is positioned about an arcuate portion of the applicator.